



## \$17.1 Million Worth of Lies

How many lies will \$17.1 million buy? Enough to sink another GMO labeling initiative? Opponents of I-522, Washington State's initiative to require mandatory labeling of GMOs, hope so. They're banking on their ability to broadcast enough lies, often enough, to enough voters, to defeat I-522. And if they do, the GMO labeling movement might not recover. In 15 days, Washington State voters will begin mailing in their ballots. In 33 days, on November 5, it will all be over. That's all the time we have left to raise enough money to reach every voter in Washington State. Our opponents are desperate. And filthy rich. Their lies are familiar to us. But maybe not so to millions of voters who are hearing about GMOs for the first time.

Who are "they"? The NO on I-522 campaign is funded by Monsanto. Dow. Dupont. Bayer. BASF. And the Grocery Manufacturers Association (GMA). The GMA has kicked in \$7.2 million on behalf of food companies like Pepsi, General Mills, COCA-Cola, Kraft and others, companies that are funneling their donations through the GMA to avoid the kind of bad publicity that came raining down on them last year, when they publicly donated to defeat a GMO labeling initiative in California.

Who are "we"? We are moms who want better food choices for our families. Students. Grandparents. Republicans, Democrats, Independents. Blue-collar and white-collar workers. We are old. We are young. We are fed up with Monsanto, the GMA, the FDA and the USDA poisoning our food and trampling our rights. We are the GMO labeling movement. It's up to us to win this key battle. Every dime you donate here will go directly to the YES on I-522 campaign. Thank you.

Donate today: [orgcns.org/1etDMAi](http://orgcns.org/1etDMAi)

## More You Can Do...

The YES on 522 campaign needs money. Our opposition has \$17.1 million to spend on winning voters over to its side.

Money isn't everything. You can also help counter the deluge of misinformation by making calls to voters. We need to reach thousands of voters before November 5. The YES campaign provides free training. All you need is a phone and an Internet connection. You can also help by reaching out to anyone who might be able to donate, make phone calls, or help spread the word. Remember to boycott the companies and brands that are spending millions to defeat your right to know. Some of them may be hiding behind the GMA. This is your movement. You've invested in it. Now is the time to bring it home with a win that will ultimately force mandatory labeling nationwide. [orgcns.org/1aP2fda](http://orgcns.org/1aP2fda)

## Wave Goodbye

The White Wave Food Company, owner of the Horizon Organic and Silk brands, calls itself a "champion" in the fight against GMOs. Its Silk brand products are even enrolled in the Non-GMO Project. Yet White Wave uses some of the profits it earns by selling you its organic and non-GMO products, to support one of the GMO labeling movement's fiercest enemies: The GMA. The GMA is spending \$7.2 million in Washington State to defeat I-522, a citizens' initiative that would mandate labeling of GMOs in foods sold in grocery stores. It's time for companies that profit from selling to organic consumers to stop supporting the GMA. Or lose our business. Tell White Wave CEO Gregg Engles you're waving goodbye to the Horizon and Silk brands until White Wave quits the GMA, and supports I-522. Please sign our letter. Then raise a ruckus on the company's facebook pages. [orgcns.org/19kI4ah](http://orgcns.org/19kI4ah)

## RIP Monsanto Protection Act

It's dead. Thanks to you, and the hundreds of thousands who signed petitions, and called their representatives and senators, the Monsanto Protection Act has, officially, expired. Sen. Jeff Merkley (D-OR) pushed hard to kill the Monsanto Protection act, a biotech industry-friendly rider attached to the government funding bill that expired on September 30. Sen. Barbara Mikulski (D-MD) made sure the rider was stripped from the Senate version of the new bill to fund the government.

There currently is no new bill to fund the government, thanks in large part to the antics of Republican Tea Partiers. But at least we know the Monsanto Protection Act won't be in the next funding bill. With the Monsanto Protection Act dead, Monsanto no longer gets immunity from prosecution for illegally growing GMO crops. Sometimes we wonder if those petitions and phone calls really matter, but remember: no matter which senator pounded the final nail into the Monsanto Protection Act's coffin, you provided the hammer. This is your victory. [orgcns.org/1aP2wgB](http://orgcns.org/1aP2wgB)

## Who's Your Favorite Monsanto Minion?

You voted for (some of) them. You pay their salaries. But it's Monsanto who spends millions to put them in office. And it's Monsanto that they work for. We've narrowed the field of Monsanto's best friends in Congress to seven. On October 10, we'll head to Congress to present OCA's first Monsanto's Minion Awards. Before we do, we'd like to hear from you. Who's your favorite Monsanto Minion?

There are no cheap dates on Capitol Hill. Monsanto spent nearly \$3 million wooing Congress in the first half of 2013, on track to match the more than \$6 million it spent on lobbying in 2012. Monsanto's PAC has doled out \$237,000 in federal campaign contributions in the first half of 2013, a sign it plans to exceed

the \$469,000 the company spent stacking the deck with its favorite biotech-friendly candidates in 2011-2012.

From collaborating with Monsanto to write the Monsanto Protection Act, to crafting legislation that might take away states' rights to label GMOs, Monsanto's Minions have been hard at work. Who's your favorite? Deadline October 7: Vote here: [orgcns.org/1aP2Fkg](http://orgcns.org/1aP2Fkg)

## Rebel with a Cause

Before there was a *GMO Right to Know Movement*, there was a *We Want to Know* campaign. It was the first retailer rebellion against GMOs. It was launched by Bob Gerner, General Manager and founder of Natural Grocery Company, along with his inquisitive, rebellious staff. Gerner, who started out managing a coffee house at UC Davis in the 1960s, now runs two Natural Grocery stores, one in Berkeley, and one in El Cerrito. He has built the company into a thriving enterprise focused on providing locally sourced, organic, non-GMO products. Gerner blazed the trail on providing products that are free of GMOs. He co-founded the Non-GMO Project. OCA tapped Natural Grocery for one of its "Diligent Dozen" Top Right to Know Grocer spots: [orgcns.org/1aP2KVb](http://orgcns.org/1aP2KVb)

## Deadline Oct. 8: Experience Organic Cuba

The OCA is collaborating with our Via Organica Project and the Center for Global Justice on a trip to Cuba from November 22 to December 2. Only a few spots remain. Deadline to apply is October 8. For applications and further information, contact [cuba@globaljusticecenter.org](mailto:cuba@globaljusticecenter.org)

